

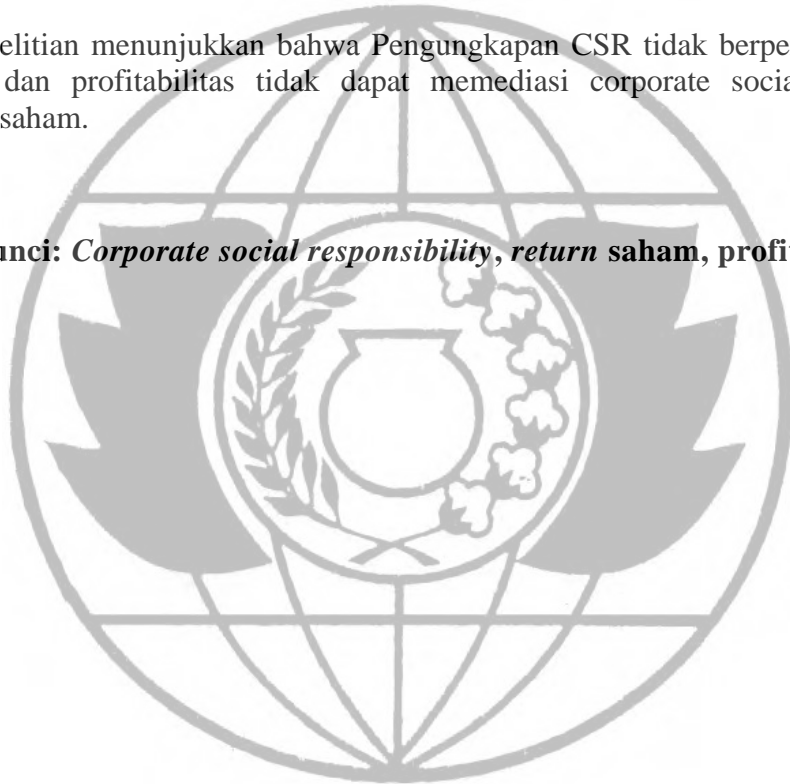
## ABSTRAK

Penelitian ini bertujuan untuk menguji pengaruh *corporate social responsibility* terhadap return saham melalui profitabilitas sebagai variabel intervening. CSR diukur menggunakan laporan tahunan yang mengacu pada 7 kategori dan 78 item-item pengungkapan meliputi lingkungan, energi, keselamatan kerja, lain-lain tenaga kerja, produk, dan keterlibatan masyarakat umum, profitabilitas diukur dengan *return on asset*, sedangkan return saham diukur dengan harga saham waktu sekarang dikurangi harga saham waktu sebelumnya dan dibagi harga saham waktu sebelumnya.

Jenis penelitian ini adalah kuantitatif. Sampel penelitian ini didapat dengan menggunakan metode *purposive sampling*, yaitu pemilihan sampel dengan kriteria-kriteria yang sudah ditentukan. Berdasarkan hasil dari metode *purposive sampling* diperoleh data sebanyak 60 sampel dari 15 perusahaan manufaktur yang terdaftar di Bursa Efek Indonesia selama tahun 2014-2017. Metode analisis yang digunakan adalah *path analysis*.

Hasil Penelitian menunjukkan bahwa Pengungkapan CSR tidak berpengaruh terhadap return saham, dan profitabilitas tidak dapat memediasi *corporate social responsibility* terhadap return saham.

**Kata kunci:** *Corporate social responsibility, return saham, profitabilitas*



## **ABSTRAK**

*This research aimed to examine the effect of corporate social responsibility (CSR) on the shares return through profitability as intervening variable. While, CSR was measured by yearly report which based on 7 categories and 78 items if its implementation; which consist of environment, energy, work safety, other labors, its product and public participation. Meanwhile, profitability was measured by Return On asset (ROA) and shares return was measured by recent shares price minus with previous shares price and divide by previous share price again. The research was quantitative. Moreover, the data collection technique used purposive sampling. In which the sample was based on criteria given. In line with there were 60 samples from 15 manufacturing companies which were listed on Indonesia Stock Exchange 2014-2017. Furthermore, the data analysis technique used path analysis. The research result conclude the implementation of Corporate Social Responsibility did not effect the shares return. In addition, the profitability cannot mediate CSR on its shares return*

*Keywords: corporate social responsibility, shares return, profitabilitas*

